

**BUSINESS LEARNING BY BUSINESS DOING****NAGY ELEMÉRNÉ**

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This papers deals with a Hungarian marketing simulation programme, which runs in Hungarian conditions. It also addresses the use of the software in higher education. At the University of Szeged we have been providing students at area of business manager in the course of their lecture „Company Decisions” with simulation games. The aims of these games are to let them manage a fictive company and make their (in-group) decisions about a simulated market, making all necessary information available for them about the current decision. We have been using a computer simulated business game „MARS” for some years in our practical education. We would like to share our experiences with the colleagues interested.

**Kulcsszavak:** döntés, döntési játék, szimuláció, számítógéppel támogatott oktatás